

Profit Blitz for Fitz

SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
IN CASH PRIZES

PROFIT with showmanship
SERVE with showmanship
SAVE with showmanship
SELL with showmanship

National Drive Captain
DAN KRENDEL

November 11, 1955

THE CHIPS ARE DOWN

In poker, when your chips are down it is an indication that you have carefully studied your hand ... and on the basis of the open cards and the prior betting have decided that your chances are just as good as the next fellow's. If a "call" follows you, you're still in pretty good shape ... but if it's a "raise", then brother, you're in trouble. It means that your opponent thinks he has you licked ... or is pulling a bluff, and it's up to you to decide which.

So ... you re-examine your hand, mentally go over the previous plays and decide whether or not your hand merits added support ... and this time it's no longer moral support ... Must be backed up with hard cash. The decision is yours alone.

Apply that same principle to your life fellows, and to your job. When you got into this business you laid your chips on the line ... Your education, your experience, the years you had lived until then. It was a gamble ... you really didn't know what was ahead of you ... what the future held. But ... you held a good hand, and added to it in further experience, in increased knowledge ... in the wisdom which comes with maturity.

Well fellows ... your chips are down, and I raise ... My hand reads PROFIT BLITZ FOR FITZ, and I think I've got you licked ... and I'm not bluffing. Are you going to meet this added challenge? Are you going to shove all your remaining chips into the centre? Are you going to wind up with the winnings?

You can if the four cards you hold read ... SELL with Showmanship ... SAVE with Showmanship ... SERVE with Showmanship, and PROFIT with Showmanship, and if the exposed card is clearly marked CONTINUOUS EFFORT. With five cards like that facing me I'll gladly toss in my hand, and declare you the winner ...

The chips are down guys ... you've been raised. Get into this PROFIT BLITZ FOR FITZ as though your last chip were at stake. There's really no gamble ... and the rewards will be in direct ratio to how well you play your hand. It's YOUR game, and YOUR hand, guys. Play it for all it's worth.

D.E.K.

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SELL with showmanship

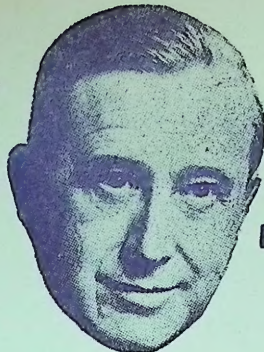
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- \$25.00 - GERRY TIPPER, of the Royal in Truro knocks off two bits for passing along his suggestion for prolonging the life of electric light bulbs ... Remember? Dip the metal ends in vaseline before inserting the bulb in the socket.
- \$25.00 - JACK MAHON, who hangs his hat at the Orpheum in Prince Albert, for his terrific promotion of a "Shop, Save and See the Movies Week" in his town. Got every merchant in town to co-operate, and wound up with a full section in his paper ...
- \$15.00 - RALPH MITCHELTREE, Capitol - Calgary, for his sensible handling of necessary renovations ... Saved lots of dough by his good thinking.
- \$15.00 - GERRY COFFEY, of Head Office for reminding us that our theatre fronts are there to SELL ... Get those lights on, fellows ... the minute it gets dark out.
- \$15.00 - GEORGE FORHAN JR., out Welland way gets three fins for an excellent supporting campaign for his ULYSSES run.
- \$15.00 - JERRY DUGGAN, of the Kenora Paramount arranged with his local bus lines to pick up the small fry and deliver them to his theatre, EVERY Saturday morning.

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PRIZE WINNERS - 7TH WEEK (cont'd.)

- \$15.00 - FRANK SABATINI of the Lake in Fort William, for fast thinking in jumping the gun on his Book-ticket sales ... tying in with local tire store.
- \$20.00 - LEN BISHOP, maestro of Toronto's Shea's, for an excellent selling job on EILEEN.
- \$10.00 - JACK BRIDGES, of the Victory in Timmins, for saving dough by rebuilding his candy bar himself.
- \$10.00 - T. F. MARR, Paramount - Kentville for getting his local firemen in on his ELMER DEAL.
- \$10.00 - FREEMAN SKINNER, of the Paramount in Halifax for excellent planning and execution of his Childrens' Film Library Saturday morning shows.
- \$10.00 - MEL GOW, out at the Capitol in Nanaimo, for a real selling job on DAM BUSTERS.
- \$10.00 - GEORGE WALTERS of the Prince Edward in Charlottetown, for cashing in on Arch Jolley's address in St. John, to tie in eleven local merchants on a good promotion.
- \$10.00 - TED DONEY, of the Royal in Guelph, for a really outstanding full-page co-op with local appliance dealer, on VIRGIN QUEEN.
- \$10.00 - PEARL TRELEAVEN, of the Strand in Brandon for another outstanding example of fine, all-round Showmanship.

.x.x.x.x.x.

That's our list guys ... isn't it terrific? There's plenty more left in the kitty ... and it's tagged with YOUR name .. if you really want it. Start reaching gang ... ONLY SIX WEEKS LEFT, and this is a

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NOW YOU'RE REALLY COOKIN'!

I'm not going to apologize for some of the things I may have said in previous issues about the seeming indifference on the part of some of our Blitzers to the job at hand ... our PROFIT BLITZ FOR FITZ ... I meant every word I said, and my comments were based on only one thing ... Your efforts as measured by the material you were forwarding to my desk. That was the only yardstick I had.

And now ... Brother-r-r-r ... Wotta change. We're thrilled, all of us here in the office, and especially the prize awards panel, at the very obvious revitalization of the over-all, circuit wide effort, as evidenced by the really excellent entries which are beginning to flood this office. I am particularly tickled at the fact that this new brand of Showmanship is not restricted to the big, de-luxe first run theatres ... If you'll go over the list of prize winners during the past few weeks, you'll see what I mean. A goodly portion of the prize money has gone to managers in the smaller situations ... Guelph, Nanaimo, Truro, Brandon, North Bay, Kamloops, Peterboro, etc. etc.

But ... don't think we're favouring the little guys ... seems to me the lads in Winnipeg, Toronto, Vancouver and Hamilton also managed to knock off some of the loot. This is a wide open contest, guys ... EVERYBODY can be a WINNER. Your suggestions can put you in the money ... Your selling jobs ditto. YOU name it fella ... we'll play right along with you.

I particularly am thrilled to see that many of the ideas presented for SAVING, SERVING, SELLING and PROFITING with our PROFIT BLITZ FOR FITZ Showmanship, are being picked up across the circuit, and put to good use. After all fellows, that's the object of this whole deal.

This is a sort of "Exchange bureau" ... a clearing house for ideas to benefit our Company. Ten bucks saved in one theatre can climb to a very healthy looking FOUR THOUSAND BUCKS, if adopted in every one of the four hundred theatres. Sound big, huh? Well, if you think big, and act big ... it's gotta come out BIG.

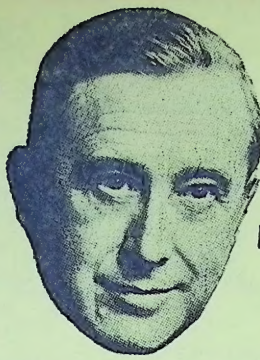
Keep it up gang ... Let's have more, bigger and better SHOWMANSHIP ... Don't worry about overloading me ... I've got pretty broad shoulders. And fellows ... my truly sincere congratulations on the really grand job you are NOW doing.

And now, on with the show ... on with our PROFIT BLITZ FOR FITZ.

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THAT'S THE IDEA

The many ideas and suggestions contained in these pages ... products of the imagination and experience of managers all over the circuit, are only as valuable as the use YOU put them to. In each issue we try to include practical hints for the betterment of your SERVICE, your SELLING, your SAVING, with the ultimate purpose in mind of helping you turn a bigger and better PROFIT. Have any of the suggestions applied to your operation? If so, have you done anything about it? The answer is obvious ... and YOU know it.

Take for instance the suggestion for making your own ice, instead of purchasing it daily. In one theatre it meant a saving of something like \$200.00 a year, BUT, Jackie Fine of the B & F circuit in Toronto advises me that they have put it into effect in all of their theatres, and he roughly estimates their savings as between \$3,000.00 and \$4,000.00 a year. Makes a difference when you multiply a single saving by a number of theatres ... Doesn't it?

And fellows ... it's just those little things which help to keep us in business.

.X.X.X.X.

LONG DISTANCE CALLS

Angus MacCunn made note of it in his message ... and I must have mentioned it at least a dozen times ... and still, those long distance calls keep piling up, and the Bell Telephone's profits climb up and up ... and your profits are reduced by the amount you spend on unnecessary calls each and every month. And it's all so very unnecessary ... IF you'll just stop and THINK before you reach for that handy little phone.

In checking some bills I found one theatre charged with NINE separate calls to the office in ONE day. Silly, isn't it? So ... take it easy guys ... SAVE with good sense, and Showmanship.

.X.X.X.X.

CONGRATULATIONS

I notice that Bob Harvey of the Capitol in North Bay, and Pearl Treleven of the Strand in Brandon are listed among the third quarter Citation winners in the Motion Picture Herald's Quigley competition. Nice going ... but, how about the rest of you?

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OVER BEN'S SHOULDER

"Well fellows ... I told you so ! This isn't meant as a boast ... merely as an expression of my pleasure at having found the solution to what was developing into quite a problem ... and I mean ULYSSES. When we first played this picture the results were disappointing, so we tried a new approach ... namely, "When you can't lick 'em, join 'em" ... and that's exactly what we did."

"We simply put that old devil T.V. to work for us ... and it really paid off. Paramount have an excellent T.V. trailer on ULYSSES, and through the combined efforts of their publicity department and ours, this trailer is being booked to T.V. stations to coincide with our bookings on a saturation day-and-date basis. The results in Calgary, Edmonton and Regina were most gratifying. All future bookings will be handled in the same manner, so you can look to some terrific results when ULYSSES plays your theatre. But, fellows ... don't leave it all to the T.V. tie-ups. Go after the student business in your High Schools and Collegiates."

"Here is a quick run-down of what's doing over the circuit."

MY SISTER EILEEN - "This excellent musical is just completing a very good first week in Shea's, Toronto - and going into a second week."

LOVE IS A MANY SPLENDORED THING - "The Toronto engagement is closing in the University-Eglinton theatres after five good weeks."

LADY & THE TRAMP - "Walt Disney's excellent cartoon feature, together with the beautiful featurette SWITZERLAND, has had two smash weeks in Montreal, and is entering its third week. I'll bet they sold plenty of confections too."

THE TALL MEN - "The first engagements of the new Fox 'special' show lots of strength in Calgary and Vancouver."

STARS OF TOMORROW - "This Fox trailer, publicizing their new and budding stars is now being booked. As mentioned previously, this is being played in our theatres day-and-date with opposition houses. Don't worry about it, as they're advertising our pictures too ... Sort of 'You scratch my back and I'll scratch yours.'"

"Well, that about sums it up for this week ... Keep Blitzin' and I'll be seein' you next week."

Ben Geldsaler

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CHRISTMAS IS HERE

Well ... not quite, but it's almost here ... just seven short weeks away, and it's certainly not too early to start planning those special shows you may be thinking of. Have you lined up your kids' show ... or shows, yet? What are you waiting for? Right now ... TODAY, you still have a selection of product ... a month hence you may have to take what's left. How about it? Gonna get in touch with your booker? Today?

Oh yes ... Christmas falls on December 25th this year.

.X.X.X.X.

TALKING ABOUT SPECIAL SHOWS

Several issues back I suggested a special Hallowe'en show ... but obviously it didn't meet with general approval. Only a handful of managers tried it ... and you know what? Every one of them turned in a very neat profit. Bunny Markell ran one in the Palace, Cornwall and came out of it with a \$400.00 gross ... and that's found money, guys.

How did yours do? If you took the trouble to run one, that is ...

.X.X.X.X.

EXECUTIVE COVERAGE

You've heard so much about the importance of being on the floor at every possible opportunity that perhaps it isn't necessary for me to toss this reminder at you. Only this, fellows ... Your job is where your customers are ... and that's on the floor of your theatre. Of equal importance is your attire ... and I'm not trying to be facetious. I've seen managers hopping in and out of their offices in shirt sleeves ... I've seen them leaning against a convenient post or wall in the auditorium, dragging on a cigarette. I've also seen them hiding out in the office throughout an entire evening's performance.

Your customers like to see you fella ... and they like to see you dressed up. That's why we went to the expense of buying dinner jackets for our managers. Why not wear them, and make it easier for the patrons to spot the head man? And, during the afternoons, slip on your jacket when you step out of your office, huh?

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PERSONALITY PARADE

You read ... at least I hope you did ... in a recent issue of Bill Trudell's attempt to attract the teeners to a series of Saturday morning Teen-Town parties, at the Capitol in London. It didn't work out so well, so Bill has pulled a switch, and is now trying to work the same deal on Friday nights ... which is generally considered the Teeners' night out.

Ivan Ackery reports that he has started what he calls the "Orpheum Personality Parade" on his stage every Friday night ... also aimed at attracting his teen-age customers as well as the regulars.

Every Friday, Ivan will interview some local or visiting personality ... a movie star, local celebrity, football hero (and here Ack makes some kind of a crack about us in Toronto knowing very well what he's talking about ... come, come boy ... it ain't over yet ... or is it?) entertainers playing local night clubs, Indian Chiefs, radio personalities, etc. etc.

In addition, Ivan makes sure that he has a popular, new band short - for Friday night only. The first week he led off with Jan Savitt and his orch. Warners have dozens of 'em. Check with your booker. Incidentally, if it's a good one, your local radio boys will go all out on it.

This is good stuff, fellows ... keeps your theatre alive, and in the public eye. May take a couple of weeks to get going, but the benefits can be many ... and lasting. Thanks for the ideas Bill and Ivan. Hope the rest of the lads follow thru.

.X.X.X.

NOW IS THE TIME ...

Not tomorrow ... not next week ... and certainly not next month, but Now, TODAY, is the time to send along your entries in our PROFIT BLITZ FOR FITZ. Now is the time to really concentrate all of your sales efforts. Now is the time to lay the groundwork that may serve to beat the annual pre-Christmas slump. Now is the time to really prove that our drive, honoring Mr. Fitzgibbons has your complete, whole-hearted support. Many of our boys have become steady, week-by-week contributors. Some haven't even started.

Are you IN or OUT, fella?

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STUDENT ATTENDANCE

Remember all the time we spent discussing this very important topic at the regional meetings? Everybody agreed that we had to really go after the teen-age business. It was decided that **EVERY THEATRE**, right across our circuit was to institute student prices, and really go after that particular class of business.

Well ... everybody did adopt a student-price policy, but I'm afraid not everybody followed through on it. It's not quite enough to post your new prices in the boxoffice and expect a sudden upsurge in your teen business. You've got to plan your campaign, every last detail of it. You've got to let the students know what you're doing for them ... and that it's designed to save them money. YOU'VE GOT TO GET THEIR SUPPORT before you can expect to see any practical results.

In studying my own reports I note that some theatres are playing to hundreds of additional students EVERY WEEK, while others still get the odd handful. In checking the strategy and selling approach, I can readily see why. The attendance is in direct ratio to the effort put into the selling. Go after this, guys ... it'll help you ... help us ... and make a lot of new friends for you. How about it, huh?

.X.X.X.X.X.

ELMER THEATRE PARTIES

The ELMER deal as outlined at the meetings is now being used by many of our theatres from coast to coast ... but, as in the case of the student attendance promotion ... some are very successful, while others are having one devil of a time getting off the ground.

By some coincidence, those managers who spent some time to carefully plan their campaigns ... investigate and follow through on every possible angle ... sew the whole thing up first, and THEN BANG at it ... are reporting phenomenal results. The others ... those who went at it in a haphazard manner ... and only because they felt that they had to ... are playing to a couple of hundred kids a show. The answer is in your advance work, fellows ... don't try to deliver it piece-meal ... The only way you can deliver the goods is by delivering a well-planned package deal. Let's try it again ... what?

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INVESTIGATORS' REPORTS

To date we've covered the more common criticisms of your fronts, boxoffice, cashiers and doormen. We weren't picking on anybody. Everything we wrote was taken right out of the investigator's notebook. Fergie Martin has given me a further list, which I'm passing along for what it's worth. REMEMBER ... it could be YOUR theatre we're talking about, and if it isn't ... just take a good look around anyway ... to make sure that your report will be 100%, when it does come.

OTHER PERSONNEL

1. Service staff sadly in need of supervision ... No apparent pattern being followed, each usherette doing exactly as she pleases.
2. No coverage in the balcony. One student purchases a ticket and then opens doors for several more to come in.
3. Usherette relieving ticket-taker parked herself next to the box office and took tickets while conversing with the cashier.
4. Ushers completely disregarding the customers ... standing at the rear of auditorium watching the show, while patrons tried to find their own seats.
5. Usherettes very boisterous ... conversing with one another in loud tones to the discomfort of patrons sitting in the rear seats.
6. Ushers and usherettes making no effort to check loge tickets, or direct holders to the proper section.
7. Usherettes making no effort to quiet some noisy students and children in the balcony.
8. Usherettes very sloppily attired ... Dirty, wrinkled uniforms ... shoes not polished.
9. No usherette on duty until nearly an hour after the show started, and then for only short periods at a time ... Customers had to find their own seats.
10. Usherette very rude and abrupt with elderly, and obviously a physically disabled patron.

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INVESTIGATORS' REPORTS (cont'd.)

CONFECTION COUNTERS

1. Candy bar attendant informing prospective customers that she was out of popcorn one half hour after theatre opened.
2. Although bar still open, and stock still on display, the girl REFUSED to make a sale ... saying bar was closed.
3. Candy bar closed long before last feature starts ... Many patrons observed leaving their seats to make a purchase, and returning disappointed.
4. Candy bar attendants hopping in and out of the bar, and carrying on loud conversations with the usherettes.
5. Items advertised on the bar ... drinks, popcorn etc. not available when customers asked for them.
6. Drinks, both Cola and Orange Crush considered very watery, and often very warm.
7. Drink dispensers out of order frequently.
8. Confection attendants' uniforms not as clean as they could, or should be.
9. Attendants' handling of popcorn most unappetizing.
10. Attendant chewing on popcorn ... grabbing handfuls out of the warmer while serving customers.

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Guess that's enough about investigators' reports for this issue, folks. Hope you've made careful note of some of the criticisms, and will make an honest effort to correct them. After all, it's really for your benefit, isn't it?

The above represent a cross-section of all the theatres covered ... and yours could quite conceivably be one of them ... Only YOU can tell ... and you can't, if you're not on the floor to see what's going on.

Next week we'll take a few minutes to talk about some of the physical shortcomings in specific locations in your theatre.

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A FEW WORDS FROM CLARE DOIDGE

"Hello men ... I was very pleased to be asked to address a brief message to you through the medium of our BLITZ FOR FITZ bulletin. I know that you know that we have a payroll department in Head Office ... Let's see if I can't give you a slight idea as to its various functions ..."

"I made a special point of attending all of the sessions at our recent meetings in Toronto, and believe me, it was an experience which served to increase my appreciation of the many and varied problems a theatre manager is constantly faced with ..."

"In his opening address, Mr. Fitzgibbons detailed several tests for measuring our efficiency as a service organization ... To many of you the payroll department is just a name, and a place to which you send your payroll and the supporting data, such as, payroll change form ... personnel questionnaire ... TD1 form etc., but in reality we too are a service department ... within the company."

"We give service to you and your staff by sending you each year an accurate record of your earnings, as required for your own tax return. Our payroll records form the basis of coverage under the various Provincial Workmen's Compensation acts ... This means that everyone has substantial financial protection from any disability, permanent or temporary, resulting from an accident."

"At this particular time we are conscious of the new TENTH SERIES OF CANADA SAVINGS BONDS, to which many of our employees have subscribed in all nine previous series. Our subscriptions in recent years have topped the \$200,000.00 mark ... and this year we hope it will be even greater. Handling this is just another item in the operation of your payroll department ..."

"In addition, we scrutinize payrolls to make sure that our employees receive the proper coverage under the Unemployment Insurance Act. Finally, the payroll records are used to compute that "extra" of recent years ... the Christmas bonus."

"You may now appreciate some of the services we attempt to render ... and if we do our job well, we will have made some contribution to the smooth-running machine that is FAMOUS PLAYERS, but ... to do our job well, we need the co-operation of the key men in each outpost across this great country of ours ... and that is YOU. After all, the weekly payrolls are simply a means of

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CLARE DOIDGE (cont'd.)

communication, and if you communicate clearly and accurately the information we require from you ... then the services we give you will be better, thus completing the cycle ... and the message you send out each week through the medium of your payrolls, must rebound to the advantage of yourself and your staff."

"Please then fellows ... give your very closest attention and respect to these weekly mundane details, and instill in your staff that attention to the little things which in the aggregate means better service to each other, and in the long run ... to the people who pay your salary and mine ... our customers."

"Our slogan is ... "Let US help YOU to help YOURSELF."
Cheerio ... and keep up that PROFIT BLITZ FOR FITZ."

Clare Doidge

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Well fellows ... you've now read Clare's message, and perhaps as I, you too have gained some insight into a few of the jobs this department is doing for all of us, and some of the problems it is faced with in the discharge of its various functions.

You know ... it beats me, how a department ... any one of the many specialized departments we have here at head office, can keep such an accurate check on the doings in every one of our close to four hundred theatres ... week after week, year after year ... with no fuss, not too much yelling, and with the utmost efficiency and dispatch.

Each of our department heads is responsible for many, many theatres. You have only your own to worry about. By devoting just a few extra minutes each week, to the proper check of all reports ... data ... information required of you, YOU can contribute immeasurably to the minimizing of the mass of detail these boys have to wade through. A simple error on your part can result in a couple of hours of extra, and unnecessary work at this end.

So please guys ... READ and CHECK every report before it is mailed. The boys and girls in H.O. will truly appreciate your consideration and co-operation.

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DICK GEERING SEZ ...

And I quote ... "With a reasonably settled price policy for all pictures now firmly established ... the sales resistance to the purchase of books of F.P. theatre tickets which we encountered last Christmas and over the past several months should have been eliminated. While there may still be the odd attraction playing at special admission prices, the lack of price stability ... our chief sales-detrant of the past ... has been removed."

"Both incentives of "economy" and "convenience" could be used to encourage book-ticket sales ... also, the gift cartonette of theatre tickets for the ultimate in fine entertainment provided at Famous Players theatres, continues to represent an attractive Christmas gift to members of the family and personal friends."

"Remember too ... The book ticket campaign cash prize of \$1,050.00 ... to be shared by the leading theatres means just that much extra cash added to the PROFIT BLITZ FOR FITZ awards."

"And don't overlook the important fact that theatre employees, in addition can earn a pretty healthy 10% commission on their personal sales."

"The contest is on ... Start selling those books of theatre tickets NOW ... with SHOWMANSHIP."

"By doing so, you must PROFIT BLITZ WITH FITZ."

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By the way ... have you requisitioned all the material you require from Bud Barker? I know you automatically received a package of the standard accessories ... but perhaps you require more ... or maybe you'd like some special material ... slugs, special newspaper ads ... additional sales copy?

We have a terrific department just rarin' to go ... They get just as big a kick out of topping last year's figures as you do ... They're here to SERVE you, with the type of SHOWMANSHIP designed and proven over a number of years ... with timely additions and suggestions for the improvement of your campaign.

Get on the Beam guys ... Start pushing those books.

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DAN KRENDEL

SAVE WITH SHOWMANSHIP

AL HARTSHORN - skipper of the Regent in Oshawa is right in the middle of the worst G.M. strike on record ... and it ain't doing him any good. He heard that the management was looking for a place to hold a meeting of office personnel ... contacted the proper executives and wound up with an early morning rental ...

That's not all ... because of his C.S. installation, Al has only a foot or so of stage left. They wanted sufficient stage to handle several chairs, a table and a number of speakers ... So, the G.M. people built a portable stage, twelve feet wide, and extending over the first row of seats.

And ... after the meeting, who got the stage? You guessed it ... our Alfie. Took a little talking, but he convinced them it would come in handy if they ever wanted another meeting ... so, he not only got himself a healthy rental, but a \$100.00 portable stage as well. That's really SAVING ... and I'd say, good SHOWMANSHIP.

.X.X.X.X.X.

JERRY DUGGAN - of the Paramount in Kenora reports how his operator John Shea constructed an excellent battery charger, to make sure that the emergency lighting was always ready for use. They used an old adjustable rheostat - 30 amp switch, a 6" junction box and six volt car ammeter that happened to be around the theatre. The ammeter and rheostats are connected in series through the 30 amp switch to the positive D.C. output of the rectifier, and the positive terminals of the batteries. The negative terminal of the rectifier is connected to the negative terminal of the batteries. A charging rate of about 5 amps is plenty. If desired, two bulbs may be unscrewed, and only half of the rectifier used for charging when the arc is not operating. In this manner all six batteries are kept charged and ready for immediate use. Good idea. Maybe YOU can use it?

.X.X.X.X.X.

MURRAY LYNCH - who runs the Paramount in Moncton got tired of paying fat bonuses to his operators for their weekly overtime ... and did something about it. He carefully studies EVERY incoming program, and lays out sample schedules well in advance, thus giving him a chance to make revisions before opening day. Murray is allowed so many hours a day of running time, and when necessary he starts his shows earlier, picking up the mid-day slack, and still staying within the prescribed limits. He reports that his overtime bill has so far been cut exactly in half.

Profit Blitz for Fritz

SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
IN CASH PRIZES

PROFIT with showmanship

SERVE with showmanship

SAVE with showmanship

SELL with showmanship

National Drive Captain
DAN KRENDEL

SAVE WITH SHOWMANSHIP

BILL BURKE - of the Capitol in Brantford doesn't hold a union card, but he's saving twenty bucks a week in union costs ... Seems that the boys in his local are having some difficulty in finding a permanent stage hand for his theatre ... so, he did some fast talking and prevailed on them to permit him to work a shift on the stage. He pulls the curtain and adjusts the masking, saving an even thousand smackeros a year.

Bill could have let the thing go ... using a different man each day until a permanent replacement was found ... BUT, he isn't afraid of a little work, and because of his good relationship with the union boys, was able to swing this deal. That's what I call good thinking ... and good saving.

.X.X.X.X.

DICK LETTS - out Vancouver way ... in the Strand theatre, to be specific, read what we had to say about saving carbons, and tells me that he too is burning them down to a two-inch length. They use an old carbon stub, which is reamed to take a stove bolt ... Then the carbon to be burned is also reamed and attached to this stub-carbon holder. Formerly carbons were useless at $5\frac{1}{2}$ inches. Now they're burned down to two. Sounds good to me.

Incidentally this method has proved so successful, that a couple of months ago one of his projectionists developed a simple machine ... something like a pencil sharpener, to do the reaming, which previously had been done by hand. Saves time, and saves many dollars. Try it, huh?

.X.X.X.X.

HARRISON HOWE - of the Paramount in St. John is not a technician, but he likes to know the reason why, before he authorizes costly repairs. Recently his ticket-vending machine went on the fritz. The usual procedure is to immediately wire G.T.S. in Toronto for a replacement, then ship the broken one down for repairs.

Harrison thought he'd take a look first ... discovered that the fault was in a faulty spring ... ordered two sets of all springs ... replaced them himself ... saved \$30.00. Simple, ain't it? All you've got to do is THINK before you spend.

Profit Blitz for Fite'

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National Drive Captain
DAN KRENDEL

SELL WITH SHOWMANSHIP

JACK MUNRO - assistant to Eddie Newman at the Metropolitan in Winnipeg has this suggestion to offer. If you sell popcorn ... and dispense it from a warmer, you can make it look a lot more appetizing ... and dripping with warm, golden butter, at no cost, by this simple expedient.

Simply exchange the two white bulbs in the warmer with a couple of inside-yellow lamps. You'd be surprised at the difference it makes in the appearance ... and the increase in your sales.

.X.X.X.X.

JOE LEFAVE and EDDIE LAMOUREUX - of the Capitol and Palace respectively in Windsor have made what to me sounds like a terrific deal with a local clothier ... Stuart Clothes. The merchant has sent out over a thousand personal letters to customers with the offer of 2 guest admissions to either the Capitol or Palace, and a dinner for two in a leading restaurant, to every one purchasing a \$50.00 suit or coat.

No cost involved to the theatres ... the merchant doesn't even want a lobby display. Just a case of good salesmanship.

.X.X.X.X.

RALPH MITCHELTREE - who hangs out at the Capitol in Calgary tells me that he's already started reaching for the F.P. Books of Tickets sales contest prize money ... Ralph has tied in with a local firm which is anxious to promote the sale of its brand of peanut butter. Every child turning in a label from a jar of their product, will receive a ticket to the Capitol, or any one of the other four houses we operate in Calgary. This is tied directly to one of the radio programs the peanut butter firm is currently sponsoring.

Ralph feels, and rightly so, that this can develop into a real bonanza for the Calgary theatres. We're always hammering at the importance of promoting juvenile attendance. Can't think of a better way ... and certainly painless and costless ... of doing that kind of a job.

YOU must have manufacturers or distributors in your area who, if properly sold, would be willing to come in on a similar deal with you.

So ... WHAT ARE YOU WAITING FOR?

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National Drive Captain
DAN KRENDEL

BLITZ BITS

DOWNTOWN - HAMILTON

Paul was playing ANGELA ... so, scampered over to the local Angela Beauty Salon and made a deal. First they used the old parking meter gag ... placing pennies in "expired" meters, with a card under the windshield-wipers advising the motorist that he had been saved from a ticket by the two ANGELAS ... A good looking gal, one of Paul's usherettes, covered the down town area with a tray containing the cards. The Beauty Salon printed the cards ... Paul provided the pennies.

In addition, the Beauty Shop offered a substantial discount on all permanents, on presentation of a ticket stub from the Downtown.

Paul didn't know whether or not there was such a thing as an ANGELA watch ... but knowing that jewellers will cash in on anything, he contacted every one he could think of, and came up with ten who tagged one of their off-lines THE ANGELA, and put in good windows in support of the attraction. Paul also has a permanent attraction card in Howard's Credit Jewellers, plugging his books of F.P. tickets.

.x.x.x.

CAPITOL - SARNIA

Hammy Bowes reports a very successful Pepsi Cola bottle top show last Saturday. His house was jammed ... He got himself a very nice rental ... His confection sales' profit more than covered what costs he had in connection with the show.

Hammy sold the Sarnia Arena Commission fourteen books of childrens' tickets for use as prizes at the city-wide Hallowe'en carnival.

.x.x.x.

CAPITOL - DALHOUSIE

Willard Boudreau tied in with the R.C.M.P. school patrols on his LONG JOHN SILVER DATE, and arranged for them to hand out 1500 neat cards advertising his Satayem show ... with the offer of a free "Booty bag" with every purchase of popcorn ... Said bags for use to bring home their Hallowe'en booty. Business good.

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DAN KRENDEL

REGENT - OSHAWA

For his date with MR. ROBERTS, Al went to work on the local Sea Cadet corps, and wound up with a full-dress parade to the theatre on opening night ... the lads played a few selections, and then led the curious hangers-on right into the theatre. What a surprise, that toughie of small-town papers, the Times-Gazette really went mad ... and I see a terrific layout of the cadets, spread across three columns and 120 lines deep, with excellent theatre credits. What's happening, Al? They starting to soften up?

For the run of the show, Al promoted enough genuine sailor outfits to attire his whole staff ... and did the gals ever look cute in those bell-bottoms and all. The customers liked the change too, and commented on the cute stunt.

One of the popular local deejays has started a new, three hour platter show every Thursday night ... and who do you think's right in there with him? That guy Hartshorn, of course. In return for a couple of guest slugs, Al gets mention of all current and coming attractions, and if they happen to have a musical background, he gets practically the whole show. Nice going.

Good displays in the Genosha Hotel, Metropolitan store lunch counter and the North-End Grocery. His I SAW contest still going strong as a daily feature in the Times-Gazette.

.x.x.x.x.

CAPITOL - CHATHAM

Got a big folder from Harry Wilson, with a small card enclosed, advertising his pre-Hallowe'en midnight show. Can't seem to find anything else. Guess he forgot to enclose the rest of his stuff.

.c.x.x.x.x.

BELLE - BELLEVILLE

From George Forhan I see a number of tear sheets ... one carrying a brief squib in the "City and District" column, on MAGNIFICENT MATADOR.

Also see several good scenes planted on LADY & THE TRAMP, and some of his other coming attractions.

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DAN KRENDEL

CAPITOL - WINNIPEG

I have before me a very comprehensive campaign on LADY & THE TRAMP, from Bill Novak. The piece de resistance of the whole deal, was a LADY & TRAMP photo contest sponsored by the Hudson's Bay Company. A total of 840 lines in the local dailies was used, and the Bay kicked in with a dozen good prizes, including one bicycle. Cost to the theatre ... nil. The Bay devoted plenty of window space, and departmental displays to the contest and the pic.

Kellogg's tied in with displays in every store in the city selling their products ... and colour ads in the Saturday sections of the Winnipeg newspapers.

Bill tied in with the Swiss consulate, and arranged that every piece of mail leaving their office contain an enclosure on SWITZERLAND, the companion featurette with LADY & TRAMP. The Swiss consulate also mailed a pamphlet on Switzerland, with good theatre credits to all Swiss residents in and around Winnipeg. Anybody in the West who hasn't played this attraction yet, can get the same co-operation by writing direct to Mr. Chas. Kilchenman, Swiss Consulate, 334 Portage Ave. in Winnipeg.

The T. Eaton Company dressed up its book department with all the Disney books they could get, and of course, good theatre credits. The Decca record company played along by plugging the records and albums in the windows of all the down town music stores. The same deal was made with Capitol Records, plugging their childrens' albums.

A good contest over C J O B really paid off. Starting three weeks in advance of the playdates, questions were tossed at the kid listeners ... "Name any three dogs in the picture ..." Thousands of replies were received, and the prizes in the form of record albums, Disney books etc. were promoted. A few guest tickets were included. The American News Company bannered its three trucks.

The four local radio stations were provided with the sound-track recordings, and plugged them on every Childrens' program as well as many sustaining programs throughout the run. The Swiss Music Store extended the fullest co-operation, and devoted its entire Sunday program to the selling of the short SWITZERLAND. All at no cost to the theatre.

Bill used a terrific flash front for the engagement ... A couple of weeks in advance he inserted a "coming" clip in his news-reel. Good outdoor and lobby displays were used well in advance of the playdate. Excellent coverage, I'd say.

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National Drive Captain
DAN KRENDEL

PARAMOUNT - HALIFAX

When Freeman Skinner played McCONNELL STORY, he tied up with a local dry cleaning firm, and wound up with 5,000 good circulars paid for by the firm ... plus, several good newspaper ads, 430 odd lines, with more than half the space devoted to the picture and theatre credits. The basis of the tie-up was free offer of the laundering of one shirt for every man attending the theatre, and free cleaning of one sweater for the femme patrons. The guy's really swamped, and will be doing free cleaning for weeks. In addition to the newspaper space, he came through with fourteen spot announcements over the radio, publicizing his offer.

He's happy though ... brought lots of people into his shop, and that's what he wanted. Brought lots of customers into the Paramount too ... so Freeman's happy. A good two-way deal.

.X.X.X.X.

PALACE - WINDSOR

Eddie Lamoureux sends along a couple of suggestions for increasing your confection bar output. He used the records supplied by T.C.L. at .05¢ each to boost his large popcorns ... and the first week sold 190 ... the next week, 240, against an average of fifty a week ... Not bad, huh? Eddie tells us that if you take the trouble to put a little ice in your .20¢ drinks, you'll move them faster than you can fill the cups ... and that's quite a trick.

The Ad and Sales Club held a sales rally, open to the public, and Eddie registered his confection girls for the brief course. Tells me the girls are now really SELLING and not just taking orders ... May be a thought there for the rest of us.

.X.X.X.X.

CAPITOL - ROSSLAND

To promote his special MOVIE WEEK, Alex Barclay distributed 1,000 special dodgers in cars, stores, offices and homes. Tying it in with our 35th Anniversary, he decorated his theatre, in and out, with balloons, banners etc. Made for a very festive appearance, and, reports Alex, brought many new customers to his boxoffice.

Anybody else doing anything about our 35th Anniversary?

Profit Blitz for Fitz

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National Drive Captain
DAN KRENDEL

METROPOLITAN - REGINA

Jack Heaps had ULYSSES booked, and wrote a good letter to the principals of the nine local high schools, reminding them of the special deal given them a year ago on JULIUS CAESAR, offering to duplicate it on this one. They ate it up ... and his receipts for the engagement proved it.

Dealing with a T.V. station was Greek to Jack, but he really promoted himself a deal. He had an appropriation which naturally he used up, in the hope that they would shade his cost a trifle ... The boys on the station did a lot better than that. Jack wound up with nearly one hundred dollars' worth of video for free ... one sixty second trailer being shown immediately following one of the important football games.

Surprise ... surprise ... One evening during the run, the T.V. lads showed up at the theatre, and shot about 150 feet of "on the spot" interviews ... and put them on the air later that night. I'd say Jack got his money's worth.

.x.x.x.x.

STRAND - BRANDON

Although Pearl Treleaven didn't have BATTLE CRY booked for two or three weeks, she decorated her confection bar with very good Remembrance Day copy, using a BATTLE CRY poster as background. For HOUSE OF BAMBOO, her six gals were attired in authentic Japanese costumes ... kimonos, that is ... and paraded around town with cleverly worded banners. In addition, 2,000 special heralds were distributed door-to-door, and used as stuffers by several local merchants, thus assuring good distribution. I also note photo of an excellent window display in a local furniture store, featuring their BAMBOO curtains.

.x.x.x.x.

What have YOU done today to ...

SELL

SERVE

SAVE

PROFIT

with Showmanship in our PROFIT BLITZ FOR FITZ?

Profit Blitz for Fite'

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DAN KRENDEL

CAPITOL & ROYAL - TRURO

Gerry Tipper had a Friday midnight show booked ... THE WILD ONE, but no advertising to back it. He didn't want to run a straight type ad, but had no alternative ... but the guy used his head, looked through the newspaper's mat service, picked one of a character sporting an oversize head-ache, and ran it just so ... Told his customers that his advertising hadn't arrived, and this was the best he could do ... and JAMMED THE HOUSE. That's what I call good thinking backed up with good action.

Gerry promoted his Satayem Hallowee'n show in a novel manner ... Ran a fair-sized ad slanted at the kids, and offering a large box of popcorn to every 25th youngster attending ... and if said youngster appeared in costume ... any kind, he was the guest of the manager. The kids really stormed the theatre ... bought plenty of corn in addition to the free stuff, and everybody was tres happy.

We've been getting a lot of good stuff from those lads on the Spencer circuit ... Keep it up fellows ... I'll bet Gordon is tickled too.

.x.x.x.x.x.

ALGOMA - SOO

Norm has finalized his arrangements for an ELMER deal in his theatre, and will get off to a flying start on November 12th, with the mayor of the Soo, no less, in attendance to address the kids. The police association is solidly back of this deal. In addition to the bicycles, Norm has promoted a variety of additional prizes for the youngsters. Incidentally, the Kinsmen Club is donating a bicycle in addition to the one provided by T.C.L. Both radio stations have promised their complete co-operation. Will report further on this when I receive detailed information.

For his date on LEFT HAND OF GOD, Norm personally contacted as many of the local clergy as he could, and received their promise of support, through pulpit announcements, and stories in their respective bulletins.

Norm is a specialist in the art of creating unusual lobby and outdoor displays, and I see a couple of good ones, on the sidewalk facing his boxoffice, in support of his weekly Foto-Nite.

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CAP & PARAMOUNT - CAMPBELLTON

For his showing of LONG JOHN SILVER, Gordon Gazely got hold of an old dory, rigged it up with sails, mounted it on a four-wheel trailer with good supporting copy, and sent it out on the streets. Caused quite a stir.

Gordon advises that he has a Pepsi show all set ... and in addition to the bicycle provided by T.C.L. has succeeded in promoting dozens of prizes locally. Expects a terrific turn-out, and is all set for the mob of kids. And how's YOUR Pepsi deal coming, eh?

.x.x.x.x.

PARAMOUNT - LETHBRIDGE

October was restaurant month, and in return for a neat l-sheet in the lobby, Doug. Shackelford advises that the Restaurant Association printed and distributed 25,000 dinner mats, to all their members, each one suggesting that you "See a Movie at your favourite F.P. Theatre ..." Sounds very interesting ...

For NEVER TAKE NO FOR AN ANSWER, Doug found himself a mule somewhere ... bannered it, and had a youngster lead it through the streets. He had MY SISTER EILEEN coming up, and you should see the two cuties he had parading the main drag ... in white shorts and "T" shirts, and copy reading ... "If you think I'M cute ... you should see MY SISTER EILEEN at the Paramount ..." Cute, huh?

.x.x.x.x.

PARAMOUNT - KENTVILLE

T.F. Marr reports that business on BATTLE CRY was especially good, due to some good publicity he placed in nearby Camp Aldershot, which houses something like one thousand troops. For his date on YOU'RE NEVER TOO YOUNG, he tied it to a safety angle, got hold of a couple of wrecked cars which he placed on a lot next to the theatre with good copy reading ... "YOU'RE NEVER TOO YOUNG to learn safety ... and YOU'RE NEVER TOO YOUNG to see Martin & Lewis etc. etc."

For his Satayem ELMER party, he booked PONY SOLDIER, and arranged to have the sergeant of the local mounted detachment appear and address the kids. Went over very well. To promote the sale of confections, he hands out lucky numbers to the small fry ... the winners getting a free show, lucky prize, and a chance to win a buck. His confection sales are away up.

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DAN KRENDEL

PALACE - CORNWALL

I now have details of Bunny Markell's Hallowe'en spook show ... and it's no wonder he did so well ... The guy really worked at it ... Bunny had John Heggie book him a couple of real oldies ... THE BAT WHISPERS and THE MONSTER WALKS ... He then had Bud Barker make up a couple of special "Spook Show" ads. For ten days in advance, he had a terrific lobby display, and a full, Hallowe'en type window in a prominent down town store.

Bunny offered a total of \$30.00 in prize money for the best costumes ... and had 25 entries. Everybody in town couldn't help but know about this special Hallowe'en midnight spook show, and as evidence ... Bunny deposited Four Hundred Bucks in the bank the following morning.

Just like I said ... If you just take the time to think about it a little ... plan a little ... and then follow each plan through ... YOU CAN'T MISS. These things can't and don't get done themselves. Could YOU have used an extra \$400.00 that week? Take a good look at your report, fella ... and maybe you'll do something about cashing in on the next opportunity.

.X.X.X.X.X.

PARAMOUNT - PETERBORO

Art's been laid up with a touch of that pesky seasonal Flu, of which there seems to be so much around these days ... but he did manage to get something in to me. Incidentally, it is now over 200 weeks that Art hasn't missed ... Something EACH and EVERY week. And how're YOU doing?

Art used the very attractive press-book cover, embellished with a few stills and some clever copy as the background for a very effective lobby display ... then moved it into a nearby store window, on GIRL RUSH, that is. Two local record bars were also dressed up for the occasion. He also screened the safety short, DEVIL TAKE US for the local Provincial police, and got nice notice in the local daily.

His "Hidden Name" tie-up with the Lakefield News, and the local Review, still in effect, with good space in return for a couple of ducats. The Examiner also runs an ad for Art on the special weekly "Business Quiz" page, in return for two Oakleys.

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PARAMOUNT - EDMONTON

Bill Wilson read about Bert Wiber's Quarter-Back club ... and while he admits it's good ... it just didn't get him excited ... Why? Well, Bill has been making use of a similar deal ... in his case titled the "Knot Hole Gang" ... playing to both Baseball and Hockey fans. He gets a \$200.00 rental, and is booked solid, every third week for a total of ten parties. Sounds like \$2,000.00 to me ... and that my friends, ain't cabbage.

Bill advises me that station C H E D have a direct line to the theatre, and he makes good use of it for a special evening newscast. The station tapes the news, and Bill can use it at any time after 8.45 ... which is perfect, as it fits into his intermission. He starts his intermission with some recorded music, and then goes right into the newscast ... and his customers love it. Oh yes ... mustn't forget ... naturally Bill manages to squeeze in news of coming events - at the theatre, of course - such as fashion shows, availability of F.P. books of tickets, and natch ... his coming attractions. The station pays a special announcer to handle this, and feel that they're getting just as much out of it as the theatre. That's what I call complete co-operation ... with both parties being happy with the arrangement.

Got a radio station in your town? WELL ... what're you waiting for?

.x.x.x.x.

ROYAL - WOODSTOCK

I see two fine displays in a couple of downtown tailoring stores for Earl's HOUSE OF BAMBOO date. Through an arrangement with station C K OX, Earl gets some very valuable time on the Friday night "Interview" program which originates from Utting's Music Store ... All musical selections are from current and coming Royal attractions, and in addition the current program gets frequent mention. Earl has good displays posted in all the surrounding motels, as well as in the post offices within a twenty mile radius of Woodstock.

ROYAL - GUELPH

I see another one of the co-ops Ted is fast becoming famous for ... This time nearly a half-page with Purves Electric ... featuring a large scene from his pic, TENESSEE'S PARTNER, with good credits and the theatre sig. A good two col. scene on an off-theatre page.

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PARAMOUNT - PETERBORO

Art likes to hear the jingle of cash in his confection bar ... and for Hallowe'en he really dressed it up ... with pumpkins, streamers etc. Good catchy "Trick or Treat" copy helped his sales.

I see snap of a good display in the window of Tem's Travel Agency ... tying in TO CATCH A THIEF, with Air France's flights to the Riviera. Three down town hotels and a highway motel were covered with attractive displays.

Art welcomes every new resident to Peterboro with a nice personal note and a guest ticket to his theatre. Good P.R. and certainly focuses attention on the F.P. house in the City.

.X.X.X.X.

MONARCH - MEDICINE HAT

All local merchants got together and staged a "Country Kiddies" day one recent Saturday. Children from all the outlying districts were invited to come into town and be guests of the merchants ... and of course, the theatres. A man in a ten gallon hat was posted at each highway leading into the city, and handed the young 'uns a book containing coupons good for many treats, and a trip to the theatre. Also included was a lucky number, for a variety of prizes drawn during the day.

Everything was FREE to all out-of-town kids ... and did they ever eat it up. Full page newspaper ads announced the event, and the 68 down town merchants contributed the entire cost. Not only is this good public relations ... but resulted in numerous immediate sales ... and Fred reports that his confection bar was really busy.

.X.X.X.X.

PRINCE EDWARD - CHARLOTTETOWN

I see some excellent co-ops promoted by George Walters on WOMAN'S WORLD ... For three days in advance of his opening, a local car dealer used good copy tying in with the Ford models shown in the pic.

As chairman of the local Rotary's Crippled Childrens' committee, George arranged to send the youngsters at the San a number of "Booty bags" containing confections and novelties, for Hallowe'en. Excellent P.R. and made him feel mighty good too.

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CAPITOL - REGINA

For LOVE IS MANY SPLENDORED THING, Hilliard Gunn got himself a very nice window in the most exclusive Ladies' Wear Shop in the city. The local local radio station plugged the song, with good pic and theatre credits.

For COBWEB, the local news agency bannered all their trucks, and placed good advertising material in all the bookstores in the city.

.X.X.X.X.

COLONIAL - PORT ARTHUR

For MAN WHO LOVED REDHEADS, Lloyd Palmer inserted want ads, offering free admission to all carrot-tops attending ... 32 responded, each bringing from two to four companions with her.

For DAM BUSTERS, Lloyd borrowed a complete flying suit from the local R.C.A.F. station, along with much material to help build a very effective lobby display. A local hobby shop kicked in with a dozen model planes, which helped dress it up. The shop also put in a very attractive window.

Unable to arrange a parade of R.C.A.F. personnel, Lloyd did the next best thing, and had the Air Cadet squadron parade to the theatre, carrying a banner. A good four-column pic in the following day's newspaper was the result.

A local air force man had a dog that closely resembled the one appearing in the picture ... so, Lloyd arranged for them to make a personal appearance on his stage, and the story was carried over C F P A. The officer answered questions ... The dog did tricks.

At his Saturday matinee, Lloyd handed out good colour pics of air force Lincs. and half a dozen model plane kits he promoted from the aforementioned hobby shop.

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ORPHEUM - SOO

For her date on TEN WANTED MEN, Olga arranged with G J I C to run a quiz on their "Hayride" program, with frequent mention of the picture and theatre. A few ducats as prizes, was the total cost.

Profit Blitz for Fite'

SEPT. 5th
TO DEC. 3rd
1955

HONOURING 25 YEARS OF INSPIRED
LEADERSHIP IN FAMOUS PLAYERS



\$10,000
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PROFIT with showmanship
SERVE with showmanship
SAVE with showmanship
SELL with showmanship

National Drive Captain
DAN KRENDEL

CAPITOL - WELLAND

For his TO CATCH A THIEF date, George got himself a couple of very good newspaper co-ops. I see one, inserted by the Beaver Lumber Company, running some 360 lines, with good art and copy ... and another of 180 lines, paid for by Marotta's Cleaners, with nearly half of it devoted to a head of Cary Grant, plus good credits. Beaver Lumber also put in a full window. Good off-theatre-page scenes in the local daily on all attractions.

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BEAVER - TORONTO

Marty Bloom is certainly trying to push his confections ... In exchange for an advertising card on his counter, a local merchant donated dozens of prizes for use at the Saturday matinees ... Marty got hold of an electric Elsie, the Borden cow, sign, and uses it above his ice-cream counter. Promoted 1,000 weiners, to further attract his juve trade one Saturday afternoon.

Marty made good use of the pirate kits ... Had his staff, attired in pirate costume parading Dundas Street, with explanatory banners ... and the kids really mobbed his counter. The gimmick was that they had to purchase a box of popcorn to get the kit. The kids get something every time they attend the theatre ... one week it may be a fan photo, then a Davy Crockett hat, free balloons, etc. etc. It all helps, and this house enjoys good juve trade.

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CAPITOL - GALT

Eddie's I SAW deal still appearing daily in the local newspaper ... A good art display on DAM BUSTERS placed in prominent down town window. Arranged with the C.O. of the local Air Cadet squadron to make an announcement to the full complement ... paid off at the B.O.

Lots of free publicity over C K G R, in return for a few Oakleys used as prizes on some of their quiz shows.

Eddie has subscribed to the new entertainment guides published by a couple of our former employees, Len Gouin and Don Gorrin ... for free, but instead of just handing them out to his customers, he makes sure that they are mailed to every householder on each of the seven R.R.'s out of Galt. Feels that it pays off.

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METROPOLITAN - WINNIPEG

For his date on LOVE IS MANY SPLENDORED THING, Eddie Newman tied up with the "Ladies' Choice" program over C J O B ... handed out a few ducats and got Decca to contribute several albums of records. Title song was constantly plugged, with good theatre credits. Eddie also reports good window displays in eight down town music stores. Canadian News Co. bannered their five trucks, tying in with the bantam edition of the book.

Due to the length of the title, Eddie couldn't letter the short end of his marquee ... and made up a cotton transparency, which proved very effective.

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ORPHEUM - PRINCE ALBERT

When he played IT CAME FROM BENEATH THE SEA, Jack Mahon Bon Ami'd the whole front of his theatre ... attracted plenty of attention. He also got a crew of seven youngsters, made them up to look very, very pale and scared, and sent them out with individual cards.

Jack is in the sixth week of his ELMER deal ... the kids love the shows, and prove it by jamming his house. Plenty of attractive prizes in addition to the bicycle, keep 'em coming.

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SENECA - NIAGARA FALLS

For his ULYSSES date, Jack contacted the principals of the local collegiates in Niagara Falls and district, and was permitted to post information on the school bulletin boards. The principals, who were invited to his first showing were very impressed, and spread the good word. Student attendance, excellent.

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CAPITOL - NORTH BAY

From Bob Harvey I have a tear sheet of a half-page co-op in nearby Ferris, and that looks like the sum total of his activities ... Boy ... that's what I call living.

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CAPITOL - CALGARY

Ralph Mitcheltree was playing TRIAL ... and ordered some of the special "Summons" heralds. Only 4500 came in ... not nearly enough for anywhere near saturation coverage of his city, and in addition, only the previous day, a city ordinance was passed, prohibiting the placing of any advertising on parked cars ... What to do?

Ralph figured an angle, and it sure paid off. His biggest opposition was the season's final pro football game ... and on his opening night yet. So ... Ralph knows the gang at the stadium, and arranged to hand out the heralds to all football fans entering the stadium. In addition, the radio station obliged with good spots in advance of, and following their broadcast of the game.

Ralph says he doesn't know what good it did ... but by some strange coincidence ... his second day's receipts were more than two hundred bucks better than opening day. Here again, a little good thinking sure paid off.

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CENTURY - HAMILTON

Still nothing sensational from Mel ... but I see he's plugging away at his Famous Fun Festival every Satayem, with the complete co-operation of the Spectator, who not only kick in some valuable space during the week, but also provide 25 door prizes each week for their Junior Press Clubbers.

C K O C still kicking in good plugs in return for a couple of ducats on their daily "Homemakers' Holiday ..." Good mention on C H M L's Friday night show originating at the local Brant Inn.

The Palace Grill includes an imprint of the Century's program on all menus printed every day.

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Well, guess it's time to start talking results ... and if you're curious about yours ... and your standing as at the end of this week ...

Just turn the page, fella ... turn the page.

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8TH WEEK'S STANDINGS

Not too many changes to report, with the leaders in each group really battling to retain their positions. Whoa there ... A dark horse, no less ... in Group 4. Looks like Earl Scandrett got tired of trailing, and spurted right into first place ... How're the rest of you doing, huh? Still time to change those standings you know.

Well, let us take a quick look ...

.x.x.x.x.

GROUP 1

1. Winnipeg	-	Metropolitan
2. Vancouver	-	Capitol
3. Sudbury	-	Capitol
4. Edmonton	-	Paramount
5. Toronto	-	Imperial
6. Regina	-	Capitol
7. Edmonton	-	Capitol
8. Saskatoon	-	Capitol
9. Calgary	-	Capitol
10. Calgary	-	Palace
11. Ottawa	-	Capitol
12. Toronto	-	Shea's
13. Halifax	-	Capitol
14. Winnipeg	-	Capitol
15. London	-	Capitol
16. Vancouver	-	Orpheum

GROUP 2

1. Quebec	-	Capitol
2. Charlottetown	-	Pr. Edward
3. Toronto	-	University
4. Truro	-	Cap & Royal
5. Oshawa	-	Regent
6. Toronto	-	Eglinton
7. Hamilton	-	Tivoli
8. Charlottetown	-	Capitol
9. North Bay	-	Capitol
10. Timmins	-	Palace
11. Hull	-	Cartier
12. Timmins	-	Broadway
13. Rouyn	-	Paramount

14. Hamilton	-	Century
15. Winasor	-	Capitol
16. Rouyn	-	Capitol
17. Moose Jaw	-	Capitol
18. Ottawa	-	Regent
19. Sydney	-	Vogue
20. Victoria	-	Royal
21. Lethbridge	-	Capitol
22. Timmins	-	Victory
23. Barrie	-	Roxy
24. Victoria	-	Capitol
25. Pt. Alberni	-	Paramount
26. Calgary	-	Strand
27. Toronto	-	Nortown
28. Ft. William	-	Capitol
29. Lethbridge	-	Paramount
30. Soo	-	Algoma
31. Brockville	-	Capitol
32. Vancouver	-	Strand
33. Brantford	-	Capitol
34. Fredericton	-	Gaiety
35. Pt. Arthur	-	Paramount
36. Pr. Albert	-	Strand
37. Halifax	-	Paramount
38. St. John	-	Paramount

GROUP 3

1. Chatham	-	Capitol
2. Windsor	-	Palace
3. Vancouver	-	Dominion
4. Campbellton	-	Cap & Par.
5. Peterboro	-	Paramount
6. 3 Rivers	-	Capitol

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GROUP 3 (cont'd.)

7. N. Falls	- Seneca
8. Kentville	- Paramount
9. Hamilton	- Downtown
10. Penticton	- Capitol
11. Saskatoon	- Daylight
12. Cornwall	- Palace
13. Kenora	- Paramount
14. Dalhousie	- Capitol
15. Cornwall	- Capitol
16. St. Kitts	- Capitol
17. Sarnia	- Capitol
18. N. Westminster	- Columbia
19. Vancouver	- Cinema
20. Kingston	- Capitol
21. Medicine Hat	- Monarch
22. Pr. Albert	- Orpheum
23. Nelson	- Civic
24. Owen Sound	- Classic
25. Noranda	- Noranda
26. Guelph	- Palace
27. Kentville	- Empire
28. Edmonton	- Empress
29. Guelph	- Royal
30. Brandon	- Strand
31. Belleville	- Belle
32. Pt. Alberni	- Capitol
33. Amherst	- Cap. & Par.
34. Regina	- Metropolitan
35. Sydney	- Paramount
36. Moncton	- Paramount
37. Edmonton	- Strand
38. St. Kitts	- Lincoln
39. Winnipeg	- Lyceum
40. Victoria	- Dominion
41. Galt	- Capitol
42. St. John	- Capitol
43. Welland	- Capitol

GROUP 4

1. Woodstock	- Royal
2. Moose Jaw	- Orpheum
3. 3 Rivers	- Rialto
4. Soo	- Orpheum
5. N. Battleford	- Capitol
6. Fredericton	- Capitol

7. Kamloops	- Paramount
8. Kingston	- Grand
9. Kelowna	- Paramount
10. Medicine Hat	- Roxy
11. St. Thomas	- Capitol
12. Vernon	- Capitol
13. Pr. Rupert	- Totem
14. Lethbridge	- Roxy
15. N. Battleford	- Empress
16. Winnipeg	- Starland
17. Shaunevon	- Plaza
18. P. La Prairie	- Playhouse
19. Red Deer	- Capitol
20. Red Deer	- Crescent
21. Pr. Rupert	- Capitol
22. Brandon	- Capitol
23. Barrie	- Grahada
24. Bathurst	- Kent
25. Trail	- Strand
26. Flin Flon	- Northland
27. Nanaimo	- Capitol
28. Woodstock N.B.	- Capitol
29. Regina	- Rex
30. Brockville	- Regent
31. Owen Sound	- Savoy
32. Murdochville	- Paramount
33. Chilliwack	- Paramount
34. Regina	- Grand
35. N. Waterford	- Majestic
36. Glace Bay	- Savoy
37. Winnipeg	- Gaiety
38. London	- Patricia
39. N. Waterford	- Paramount
40. Pt. Arthur	- Colonial

GROUP 5

1. Toronto	- Parkdale
2. Windsor	- Tivoli
3. Toronto	- Beach
4. Toronto	- Alhambra
5. Toronto	- St. Clair
6. Ft. William	- Fort
7. Winnipeg	- Fox
8. Toronto	- York
9. Toronto	- Palace
10. Ft. William	- Royal
11. Toronto	- Runnymede

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GROUP 5 (cont'd.)

12. Calgary	- Hitchin' Post	34. Vancouver	- Broadway
13. Toronto	- Eastwood	35. Toronto	- La Plaza
14. Toronto	- Grover	36. Windsor	- Centre
15. Timmins	- Cartier	37. Toronto	- Bloor
16. Toronto	- Parliament	38. Vancouver	- Stanley
17. Toronto	- Century	39. Edmonton	- Garneau
18. Toronto	- Capitol	40. Winnipeg	- Regent
19. Edmonton	- Dreamland	41. Toronto	- Vaughan
20. Toronto	- Lansdowne	42. Winnipeg	- Arlington
21. Ft. William	- Lake	43. Vancouver	- Grandview
22. Hull	- Montcalm	44. Winnipeg	- College
23. Toronto	- Radio City	45. Rossland	- Capitol
24. Toronto	- Bellevue	46. Edmonton	- Princess
25. Toronto	- College	47. Winnipeg	- Tivoli
26. Toronto	- Pylon	48. Victoria	- Atlas
27. Toronto	- Pr. of Wales	49. Winnipeg	- Bijou
28. Toronto	- Donlands	50. Windsor	- Park
29. Toronto	- Beaver	51. Winnipeg	- Osborne
30. Calgary	- Variety	52. Vancouver	- Regent
31. Winnipeg	- Uptown	53. Winnipeg	- Grand
32. Toronto	- Oxford		
33. Toronto	- Oakwood		

.X.X.X.X.

Well ... and how do you stack up? Happy about the whole thing ... or getting just a little bit mad, and determined that you're really going to start pitchin' to try and gain enough ground in the remaining few weeks of our drive to put you in the winners' circle? It's entirely up to YOU, you know. Nothing we can do about it at this end, except to continue urging you on to bigger, and still bigger effort.

A few of the boys, notably Harry Wilson and Earl Scandrett who were away down at the bottom of their respective groups have suddenly found themselves heading the lists. YOU CAN DO IT TOO.

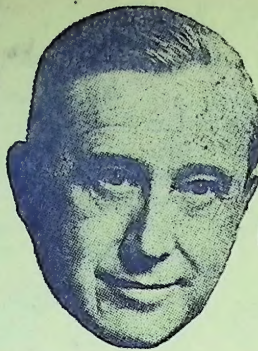
Give it everything you've got fellows ... even if you don't wind up in first place, what's just as important, you will have the satisfaction of knowing that you made a real, honest-to-goodness bid for it. Keep Blitzin' guys, and remember, this is a

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WITH OUR D.M.'S AND BOOKERS

No change in our District Managers' standings, except that Jimmy Cameron slipped one point, and Bill Trudell took over in eighth place. Gene and Mort are still playing tag at the top, but Tubby is quietly edging in, and could be ... there may be a few changes made before this deal is over.

And ... look wha hopen with the bookers. I said you'd have to watch that guy Patte, and I wasn't kiddin' ... He jumped from third to first place, and is he ever gonna try to hang on ... if, that is ... Herb and John don't do something about it.

But ... let's take a quick look at the standings as at the end of the eighth week of our drive.

DISTRICT MANAGERS

1. Gene Fitzgibbons
2. Mort Margolius
3. Ray Tubman
4. Jack McCausland
5. John Ferguson
6. Harold Bishop
7. Maynard Joiner
8. Bill Trudell
9. Jimmy Cameron
10. Jim McDonough

BOOKERS

1. H. R. Patte
2. Herb Black
3. John Heggie
4. Paul Cardell
5. Lou Karp
6. Bob Myers
7. George Dowbiggan

.X.X.X.X.X.

You know, you fellows in the field are the ones who determine just where your booker winds up ... We only report our findings on the basis of YOUR standing. They're doing their darndest to put you in the money ... Are YOU doing the same for them?

Five weeks to go ... and they're gonna slip by awfully fast. You're in the home stretch guys ... Don't hold back ... Give it **EVERYTHING** ... and we'll give out with some sweet music and bundles of boodle from this end. It's all yours, fellows ... just for the asking ... and some skilfull Showmandising.

Be seein' you next week ... in the meantime, don't forget, this is a ...

PROFIT BLITZ FOR FITZ